

# Advertise on ACCA Official Chinese Website

May 2021

# About ACCA

ACCA is the Association of Chartered Certified Accountants. We're a thriving global community of **227,000** members and **544,000** future members based in **176** countries that upholds the highest professional and ethical values.

ACCA now has **27,000** members and **154,000** future members in China, with **11** offices in Beijing, Shanghai, Guangzhou, Shenzhen, Chengdu, Shenyang, Qingdao, Wuhan, Changsha, Hong Kong SAR and Macau SAR.

We believe that accountancy is a cornerstone profession of society that supports both public and private sectors. That's why we're committed to the development of a strong global accountancy profession and the many benefits that this brings to society and individuals.

Since 1904 being a force for public good has been embedded in [our purpose](#). And because we're a not-for-profit organisation, we build a sustainable global profession by re-investing our surplus to deliver member value and develop the profession for the next generation.

Through our world leading ACCA Qualification, we offer everyone everywhere the opportunity to experience a rewarding career in accountancy, finance and management. And using our respected research, we lead the profession by answering today's questions and preparing us for tomorrow.

Global site: [www.accaglobal.com](http://www.accaglobal.com) China site: [cn.accaglobal.com](http://cn.accaglobal.com)

# Our CN Website

Chinese website, the only ACCA official website in Chinese language since 2002.

In 2020, CN website have over **1,331,310** visitors and **5,055,978** page view.

## User breakdown



**50%**  
ACCA  
fans



**35%**  
ACCA  
student



**15%**  
ACCA  
Member and  
C level user



# Product 1 – Homepage Top Banner & Mobile Banner

Number of position: 2  
Top banner for PC: JPG, PNG format PNG or GIF format, 584\*90 pixels and <500K  
Bottom banner for Mobile: JPG or PNG format, size 627\*780 and <500K  
Bidding Base Price: CNY 400, 000 each

## Top banner 1

## Top banner 2

选对机构不重考!  
认准「白金级」高顿

千余名 师资团队  
一站式 跟踪服务

ACCA Think Ahead

输入搜索内容

职位公告板 中国

登录 ACCA中国 myACCA →

首页 获取资格 学员 准会员 会员 雇主 教学机构 洞察报告 热点活动

## Mobile bottom banner

联系我们

求PASS, 认准高顿网校!  
科技平台、品质课程、精选名师

高顿网校  
www.gaodun.com

沪ICP备09020256号-1 | 沪公网安备 31010102004607号

Cookie | 隐私政策 | 数据保护

# Product 2 – Homepage Bottom Banner

Number of position: 1  
Bottom banner for PC: JPG, PNG or GIF format, 1170\*90 pixels and <500K  
Bidding Base Price: CNY 200, 000 each  
Web link: <https://cn.accaglobal.com>

## Homepage bottom banner



# Product 3 – Side Banner

Number of position: 2  
Side banner for PC: JPG or PNG format,  
size 540\*160 and <500K  
Bidding Base Price: CNY 100, 000 each  
Web link:  
<https://cn.accaglobal.com/trainee.html> (including  
subpages of trainee, affiliate, member, ALP etc.)

Side banner 1

Side banner 2



← 返回

学员

应用技能阶段机考

机考

分季机考的考试形式

分季机考学习支持

分季机考常见问题

## 机考

目前, ACCA很多科目的考试都已开启机考通道。无论是提高考试便捷程度, 还是帮助学员提高就业技能, 机考都是一种颇为有益的考试形式。

ACCA共有两种机考, 针对的是不同的考试: 随时机考和分季机考。

两种机考有类似的地方, 同时亦有所区别。比如, 如何预定考位、何时何地参加考试, 以及考试的形式, 都有所不同。欢迎了解关于两种机考的更多信息。

### 随时机考

随时机考适用于ACCA专业资格(F1、F2、F3以及F4英国卷和全球卷)

[Learn more about on-demand CBEs here](#)

### 分季机考

分季机考目前适用于特定地区的ACCA专业资格考试, 包括科目F5、F6(英国卷)、F7、F8以及F9。

[Learn more about session CBEs here](#)

中申国际暑期英国游学夏令营  
7月11日-8月5日, 广交世界朋友  
咨询电话: 010 51582355  
18251911199

ACCA职位公告板  
汇集全球大量财会金融领域职位  
及专业人士



# Artwork guidelines

- **Top Banner for PC:** JPG, PNG or GIF format, size 584\*90 and <500K
- **Bottom Banner for PC:** JPG, PNG or GIF format, size 1170\*90 and <500K
- **Bottom Banner for Mobile:** JPG or PNG format, size 627\*780 and <500K
- **Side Banner for PC:** JPG, PNG or GIF format, size 540\*160 and <500K



# Important deadlines

- **Ads Duration: 1<sup>st</sup> July 2021 – 30 June 2022**
- **Bidding Time: 20 May 2021 – 8 June 2022**
- **Confirmation on advertisement booking 15th of the preceding month.**
- **Submission of sample artwork for approval 23rd of the preceding month.**
- **Submission of final material for posting 25th of the preceding month.**
- **Due date for payment is subject to the final agreement**



# Terms & conditions

- The Association of Chartered Certified Accountants ( “the Proprietors” ) reserve the right to refuse, omit or suspend publication of any advertisement or loose-leaf insert or any part thereof ( “the Advertisement” ) without notice of their intention to do so and without any reason being given to the Advertiser.
- The Proprietors have no liability whatsoever for any loss or claim occasioned by the non-insertion of the Advertisement or for any errors or omissions in the Advertisement.
- A) While every effort will be made to meet the advertisers requirements, the proprietors reserve the right to alter the Advertisement in order that the Advertisement should conform to their standards, without consulting the Advertiser.  
B) The Proprietors shall not be liable for the accuracy of color reproduction. No responsibility will be taken for return of disk to the Advertiser.
- The Proprietors are not obliged to defer or cancel the Advertisement unless they receive written notice from the Advertiser minimum six weeks prior to the proposed publication of the Advertisement which the Advertiser wishes to defer or cancel.

# Terms & conditions

- Payment must be made by the Advertiser no later than 20 days from the date of invoice. Any late payment without written consensus from the Proprietors will subject to automatic booking cancellation without further notification.
- The Advertiser shall keep the Proprietors fully indemnified at all times from and against all actions, proceedings, damages, damages, costs, claims, demands, expenses and liabilities whatsoever arising in connection with the Advertisement.
- The Proprietors shall not be liable to the Advertiser for any delay or failure in performance resulting directly or indirectly from any cause beyond their reasonable control which prevents, hinders or restricts performance of its obligations hereunder including, without limitation, war declared or undeclared, fire, flood, accident, explosion, lawful Government orders, regulations, restrictions or strikes.

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